



2020

Recruiting Trends

Uncovering qualified candidates and building talent pipelines for the future.

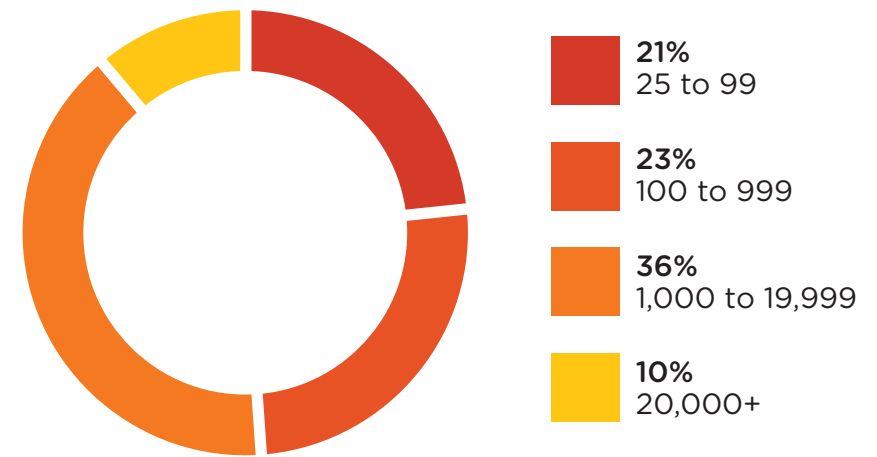
The talent and skills shortage is driving innovation in hiring.

It's no wonder that the talent shortage has remained a key concern among all hiring organizations. In 2019, record unemployment hovered at 3.7% and the average time to fill most jobs was 43 days — and higher (50-63 days) for technical and specialty roles. At the same time organizations are experiencing high turnover exacerbating the need to find new talent.

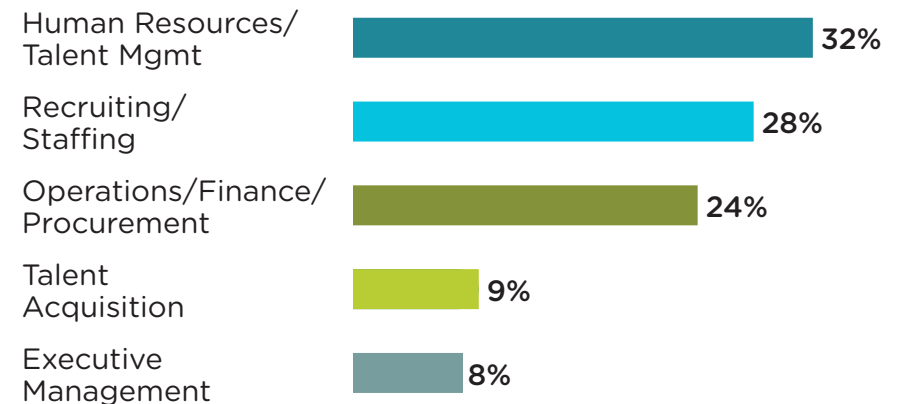
SkillSurvey launched a market research study in 2019 to uncover the broad talent acquisition challenges facing buyers and what strategies they're using to meet those challenges.

We wanted to learn how organizations are changing their sourcing and candidate screening practices to meet the current talent gap.

Size of the Organization



Functional Area



Attracting talent
is a key priority.

64%

Respondents who told us that attracting talent will be their biggest challenge in 2020.

Attracting talent is a priority.

For enterprises of every size

Across multiple industries

From key functional roles

What are your most critical initiatives?

Attract the talent / Recruit the talent / Qualified employee / Adding more case managers



On-going training / Employee development / Drive for company goals / Develop a good team



Focus on expanding the company / Grow the business



Retain the talent



New technology solutions for work flow and data validation / Implement latest technology



Being more profitable



Focus on employee benefits



Established efficient work team



Diversity and inclusion



Increased productivity / Increase efficiency



A focus on quality of hire.

80%

Most respondents believe improving the quality of hire is “extremely important.”

86%

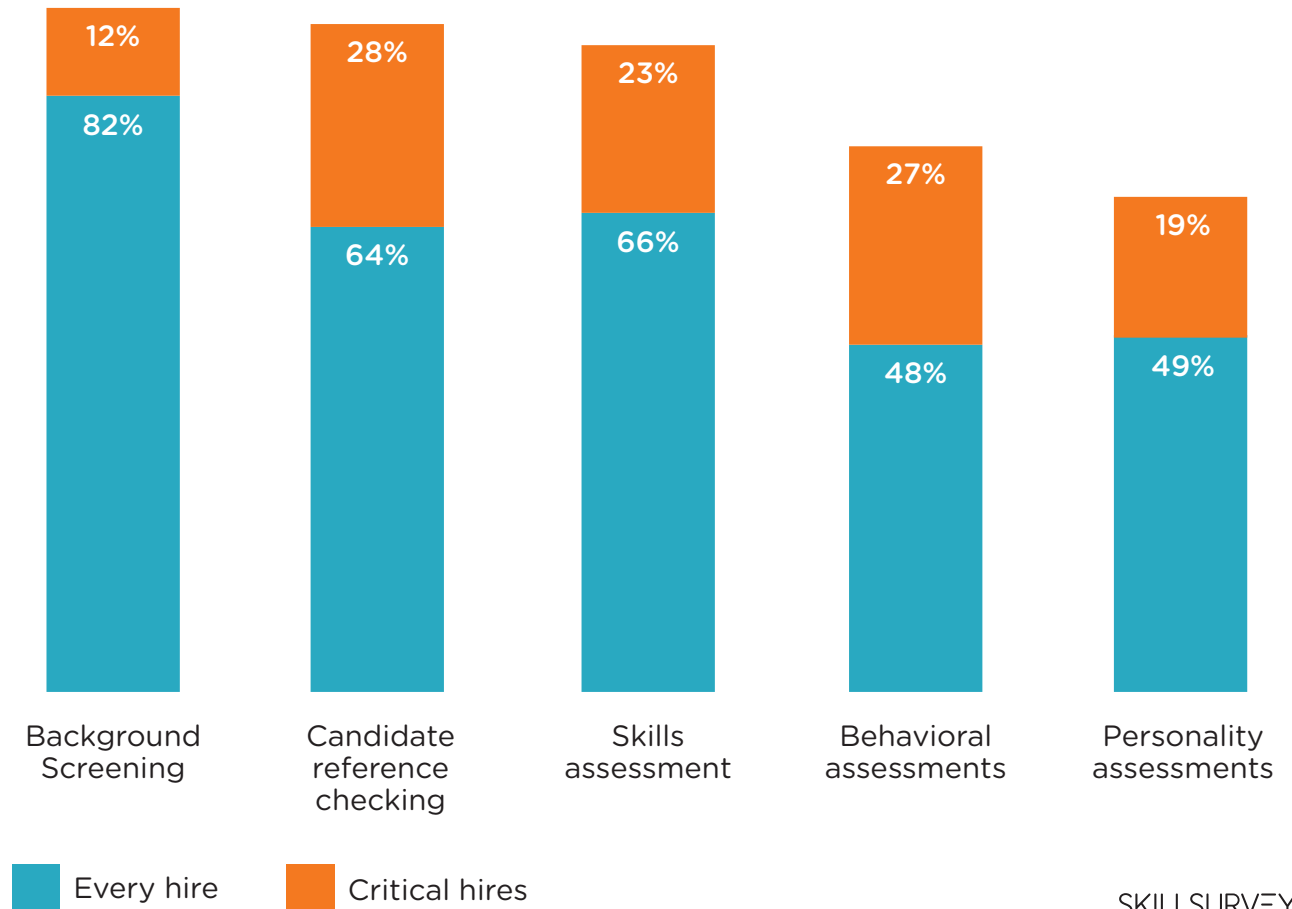
And most believe their organization is ready or very ready to improve quality of hire in the coming year.





How are candidates being vetted today?

While background checks are used more widely for every hire, reference checking is used most often for critical hires followed by behavioral assessments.

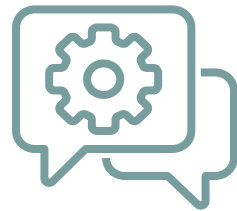


Top three practices with dedicated budget



77%

Background checks



55%

Skills assessments



53%

Reference checking

Digging deeper: What steps in the hiring process are most important?

Proactively sourcing candidates for future recruitment



Completing reference checks before extending a job offer



Using scientifically valid tools to gain insight into fit for the role



Interviewing candidates



Obtaining objective candidate information prior to the interview process



Important Very important

Digging deeper: Reference checking

6 in 10

A majority of respondents felt that reference checking should be mandatory.

An almost similar proportion believe that reference checking helps them hire better candidates and reduce the risk of bad recruits.



Compliance risk:

42%

of individuals at enterprise organizations say their reference checking practices are not standardized.



Digging deeper: Reference checking

94%

Best in Class and Automation

Respondents who use online reference checking value their process — significantly more than those who do not use online solutions.

The use of online reference checking solutions has continued to grow - now representing 30% of respondents.

Increased process efficiency:

“... The value of reference solutions is in their ability to improve the speed at which the reference checks can be made, and at a reduced cost, which allows for the candidate to be processed onboard much quicker ...”

—
Director, Talent Sourcing, Large Healthcare Entity

Improved quality:

“... The standardization of reference software allows for the consistency of the questions and ultimately the information we are collecting. Manually, it is difficult to account for the variability of local HR managers asking questions directly. This allows us to more easily manage the quality of our reference checking process ...”

—
Head of Human Resources, Mid-sized Higher Education Institution

See more of what our customers have to say about using an online reference checking solution at skillsurvey.com/customers.

Online
reference
checking
boosts
efficiency
and
quality.



Digging deeper: Candidate sourcing

It's all about skills, especially soft skills.

46%

Struggle to find “right-fit” candidates (soft skills)

23%

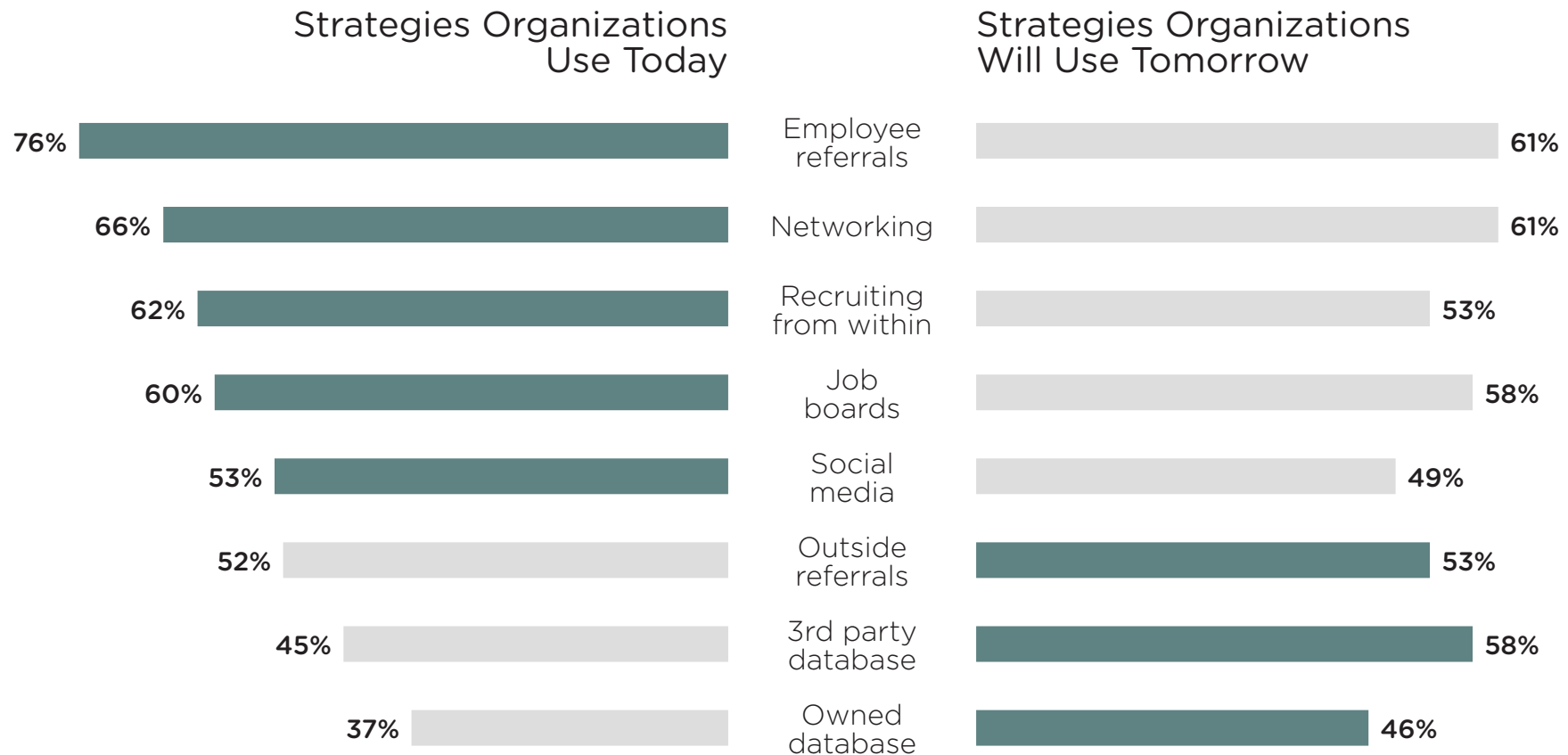
Struggle to find skilled candidates (hard skills)

14% struggle to get more insights on their candidates, references, and background.

Get the guide:
[Seven tips
to hire for
soft skills](#)

Digging deeper: candidate sourcing

Talent leaders are realizing they need to get beyond sourcing on an “as needed” basis and establish databases that help them continuously access talent pools.



A new talent source

Online reference checking and sourcing solutions

are helping organizations maximize the use of the technology to find new candidates through references and referrals. Online solutions automate the ability to build current up-to-date talent databases and to nurture those talent prospects using digital tools.

“... It’s a great way to capture potential talent. And in my experience, I’ve found that hiring from a reference tends to work pretty well. ...”

—
Head of Human Resources, Mid-sized Higher Education Institution

Conclusion: Meeting talent challenges

Enterprises tend to look to adopt new HR technologies when faced with issues in the quality of hired talent or difficulty in managing hiring volumes with current staff and resources.

The current hiring situation will continue to drive employers to adopt new solutions that help them quickly assess candidates and gain better quality insights and to find new sources of talent that help them build and maintain their own talent databases to continuously meet their hiring needs.



Boost quality of hire and discover a new source of candidates with online reference checking.

SkillSurvey Reference[®] can turn reference checking into a strategic recruiting advantage helping boosting your team's speed and efficiency when selecting the best quality job candidates. Gain critical insights on candidate's soft skills while you boost compliance and help reduce hiring bias. And, it can be integrated within your existing recruiting technology and processes.

When combined with **SkillSource Source**[®], your organization gains a new, ever-growing talent database to gain ground on tomorrow's challenging hiring needs.

To learn more watch this [video](#).



35%
reduction in first
year turnover

Our validity studies of more than 50,000 new hires with reference feedback from the SkillSurvey Reference[®] Pre-Hire 360 process showed that organizations reduced first-year turnover for cause by 35.5%.

SKILLSURVEY®

At SkillSurvey, we believe talent determines the success or failure of every organization. With the best people in the right positions, your company or institution can achieve amazing things. That's why we make it quick and easy to get meaningful, predictive insights on a candidate's soft skills and past performance from their references — and infuse those insights across your talent stack. See how SkillSurvey Reference® can help you find the best talent for your organization.

Visit us today at [skillsurvey.com](https://www.skillsurvey.com)



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